

Figure 1

# ENTRY

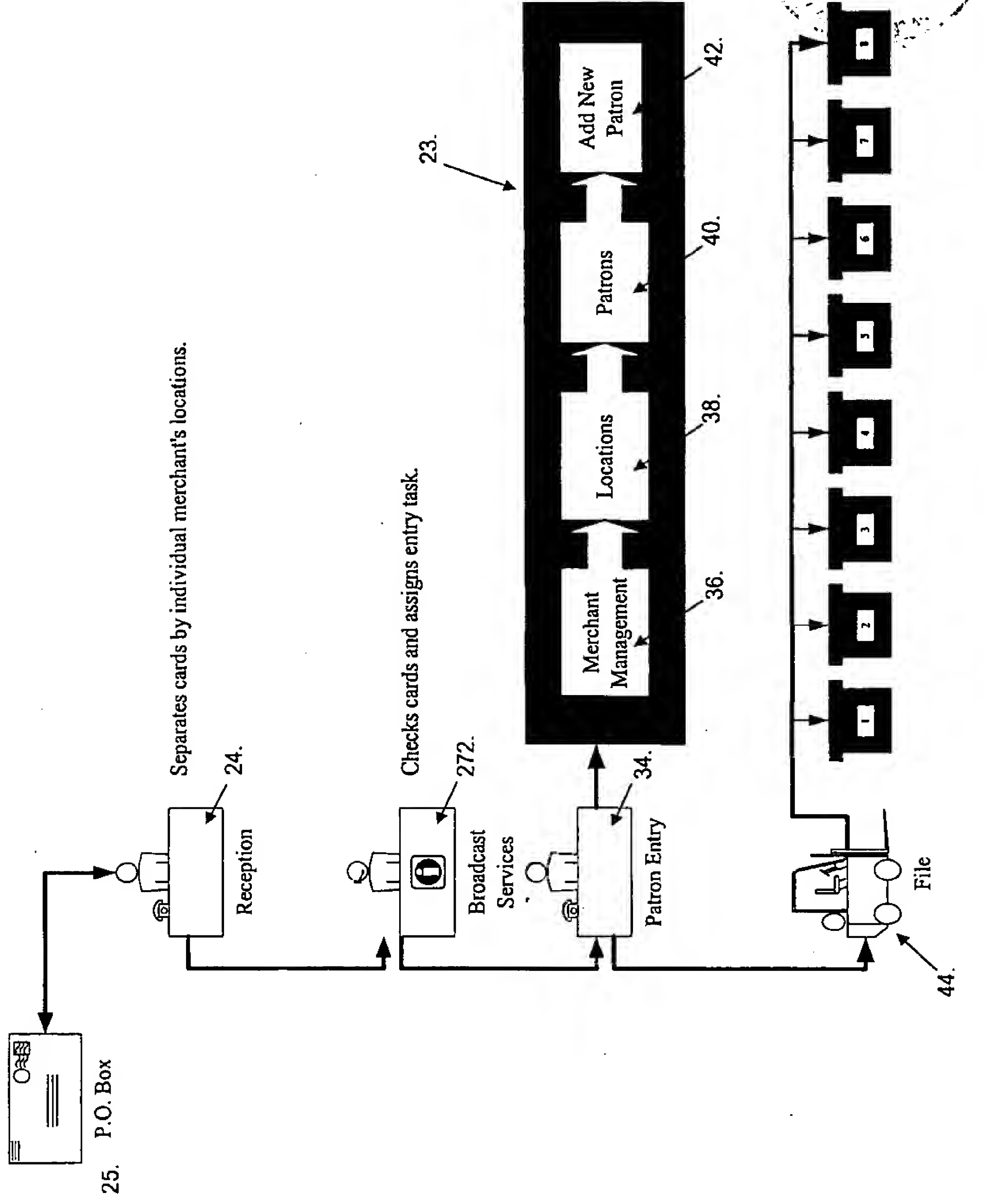


Figure 2

## Member Confirmation Email

Mary Stewart

**From:** Bev's Hallmark [bev's\_hallmark@shopsforme.com]  
**Sent:** Tuesday, December 21, 1999 4:13PM  
**To:** Betty Schweitzer  
**Subject:** Welcome to Bev's Club!

46.

Sent from the merchant.  
Extend your brand by incorporating your domain name in the return address field.

48.

Personalized Address

26.

Customize your message to each customer

Dear Betty:

I am pleased to welcome you to Bev's Club. As a valued customer, I hope you will take advantage of the special offers, exclusively for Bev's Club members, which you will receive periodically by email.

Your comments are very valuable to us. Please feel free to reply to my email with suggestions on how I can improve the products and service offering of my store.

Your club membership entitles you to an introductory offer outlined below.

\*\*\*\*\*PRINT EMAIL AND BRING TO STORE\*\*\*\*\*

\* Bev's Club Introductory Offer

52.

"Call to Action"  
Special promotions to drive traffic and increase revenue

\* \$5 Off your next purchase of \$20 or more at any Bev's Hallmark Store

\* Just print this email and bring it to any Bev's Hallmark location.

\* Offer expires 30 days from the date of this email

\* Offer does not apply to Hallmark Ornaments, Kiddie Cars or Ty Products and is not valid with other special offers. One coupon per family.

\*Certificate Number 1001-1

\*\*\*\*\*PRINT EMAIL AND BRING TO STORE\*\*\*\*\*

If you received this message in error or wish to cancel your Bev's Club membership, please indicate so in a reply to this email.

54.

Automatic opt out of club

Thank you again for your continued patronage and have a happy holiday season.

Bev

Bev's Hallmark Locations:

Troy - 829 Big Beaver @ Rochester Road: 248.689.9041

Madison Heights - 1465 West 14 Mile Road @ Campbell: 248.589.3888

Sterling Heights - 3735 15 Mile Road @ Ryan Road: 810.264.7026

Office Use Only - TS

20.

Merchant notes upon redemption in store

Figure 3

## REDEMPTION MANAGEMENT

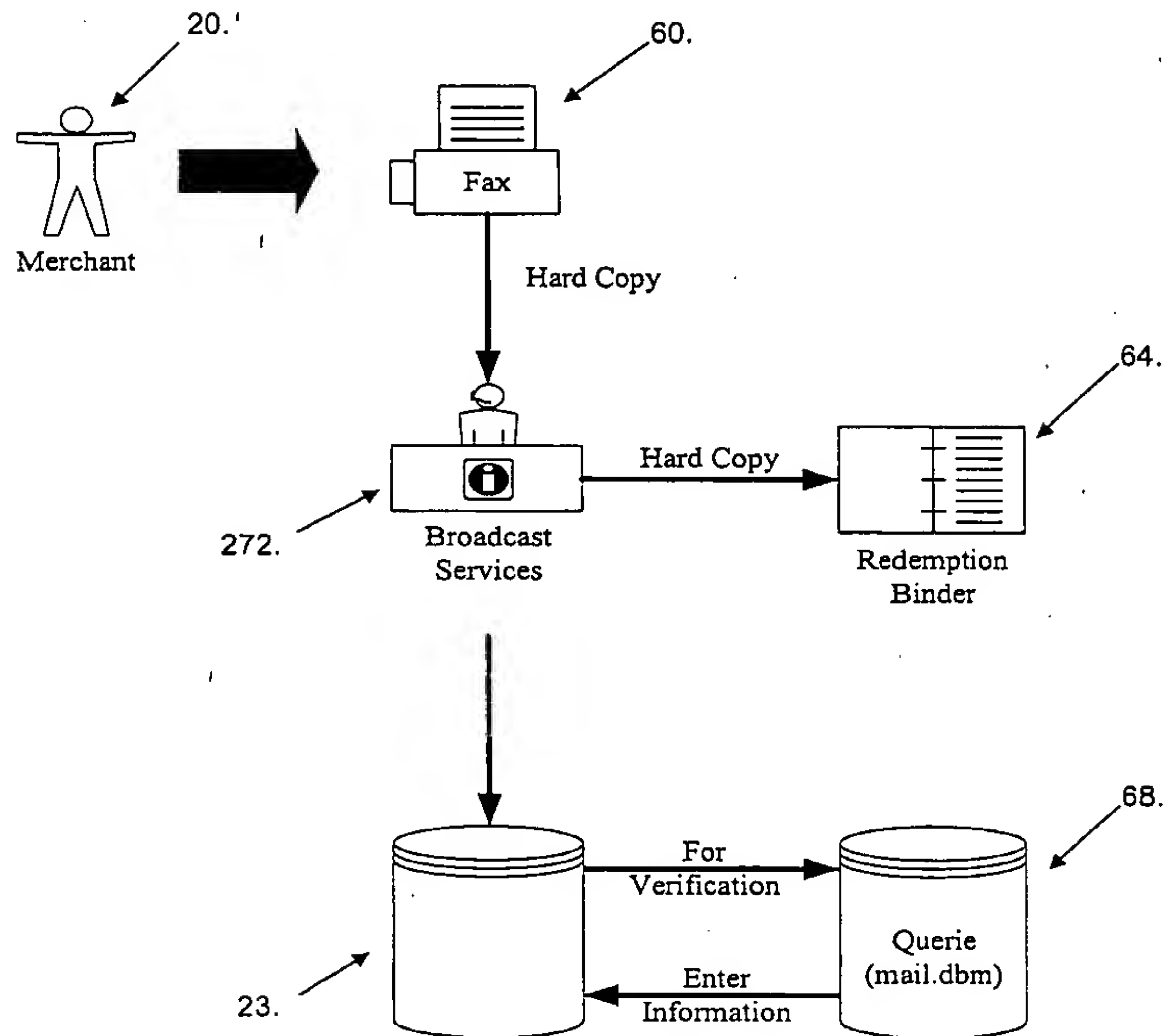


Figure 4

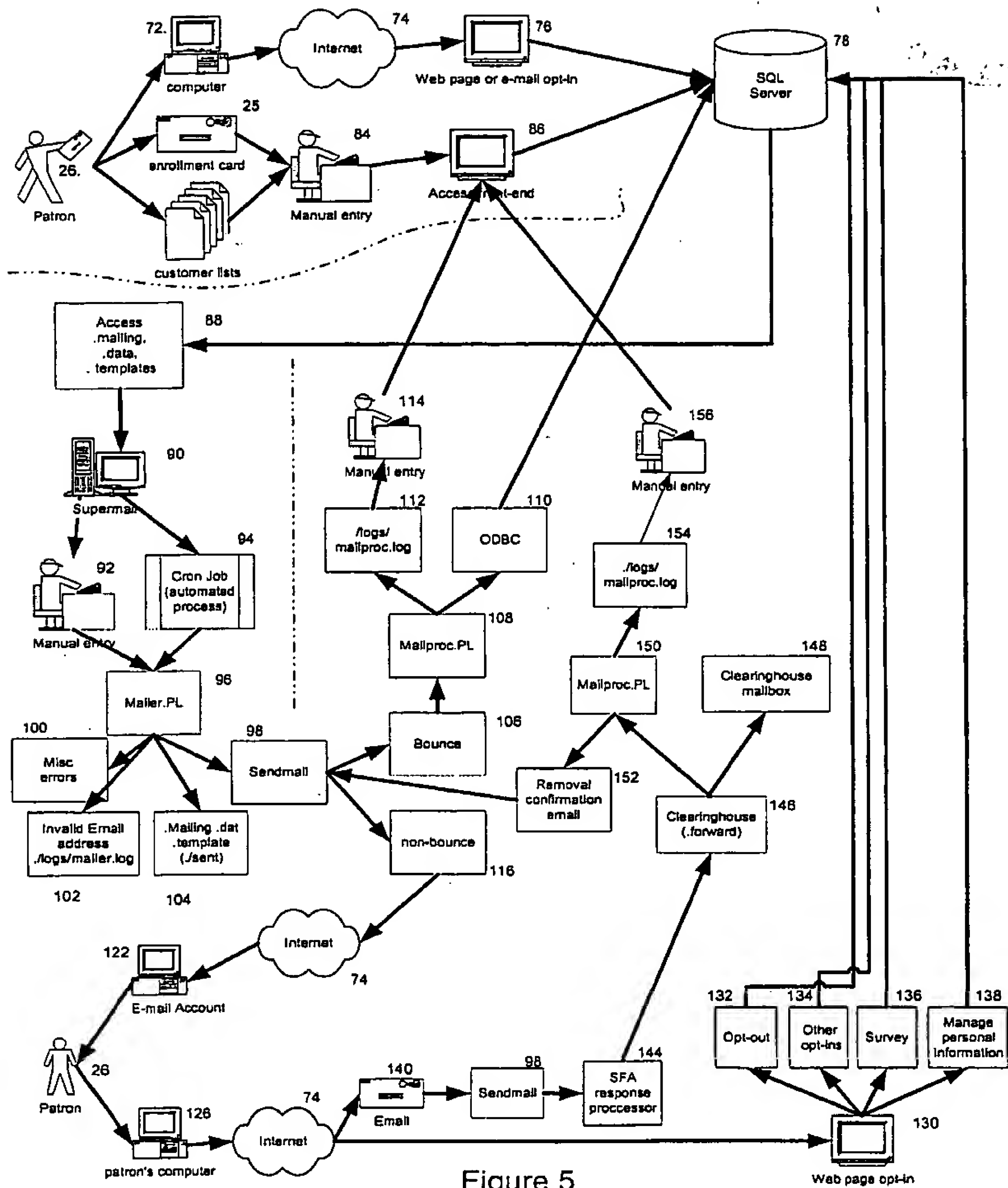


Figure 5

## E-mail Routing Process

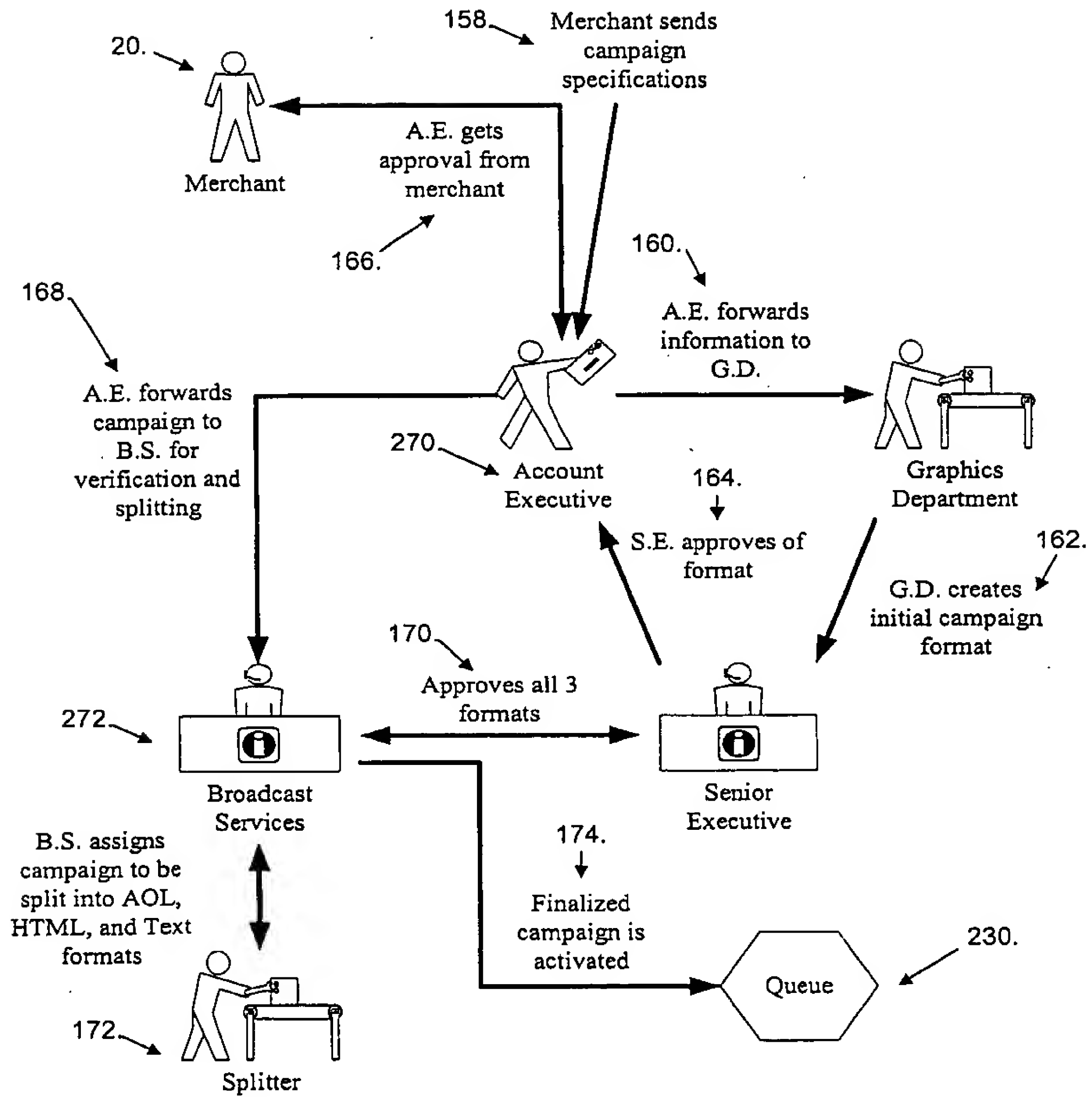
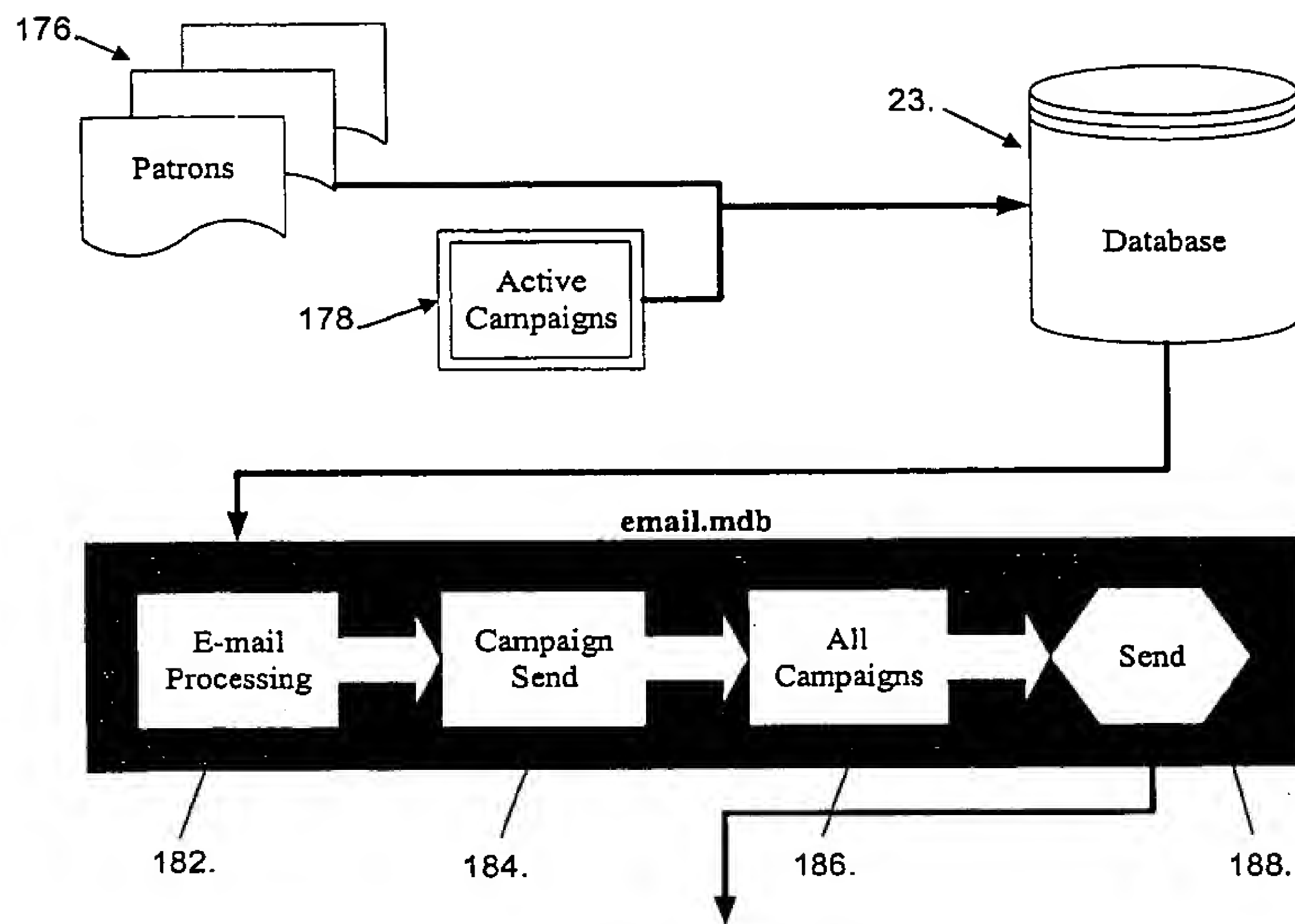


Figure 6

## Sending a Broadcast



### E-mail Verification Send Report

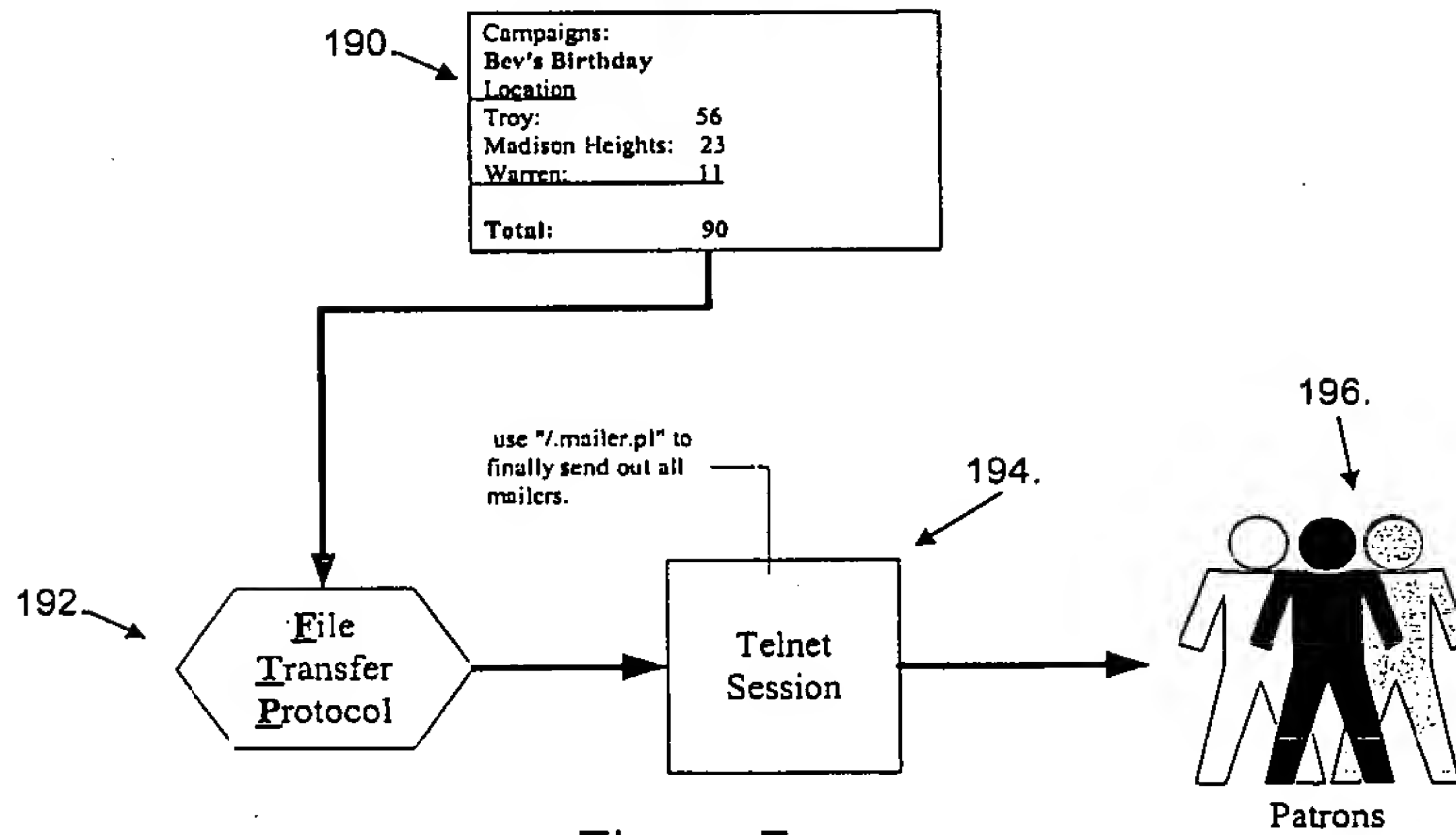


Figure 7

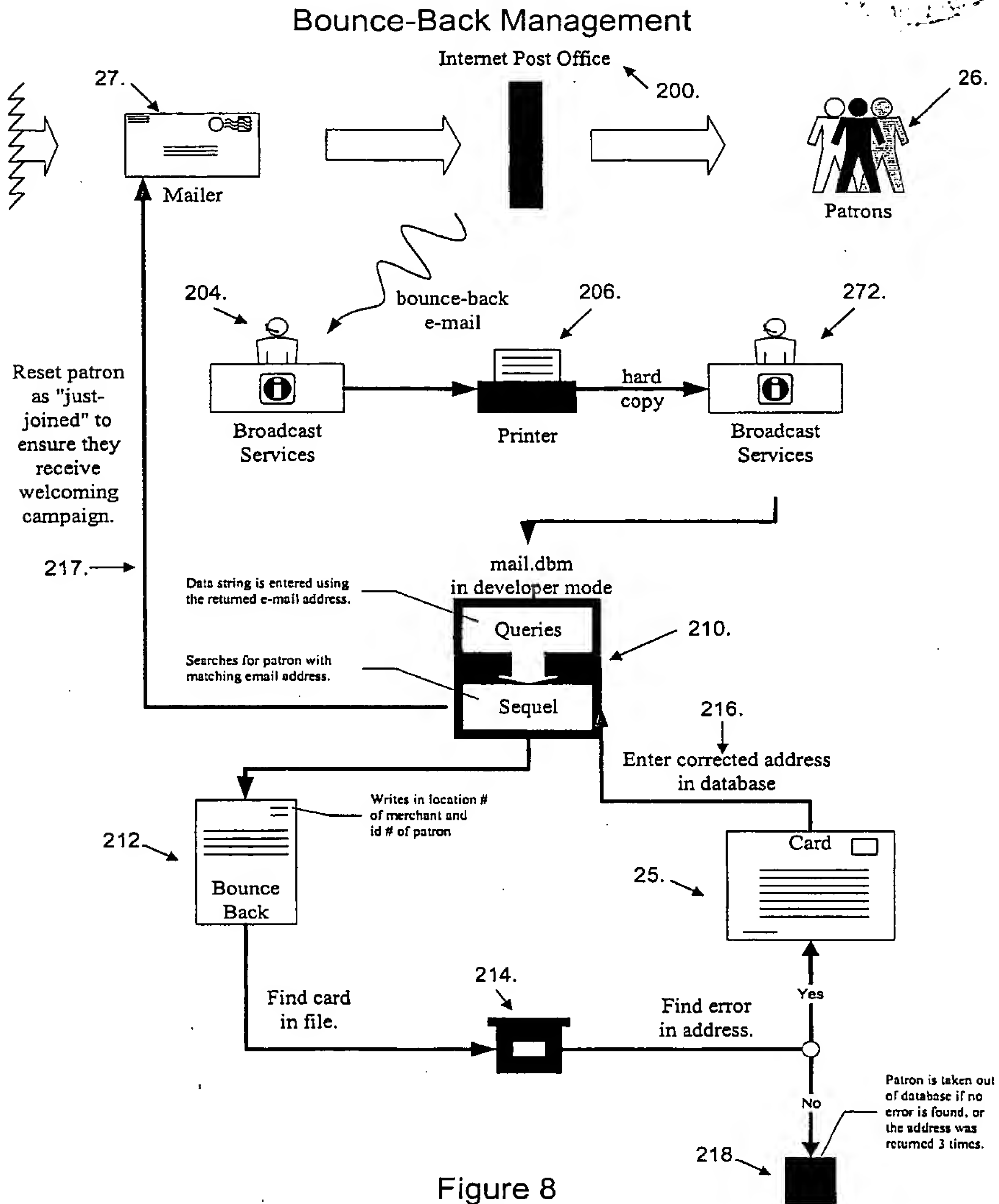


Figure 8



# Process of Splitting Campaigns

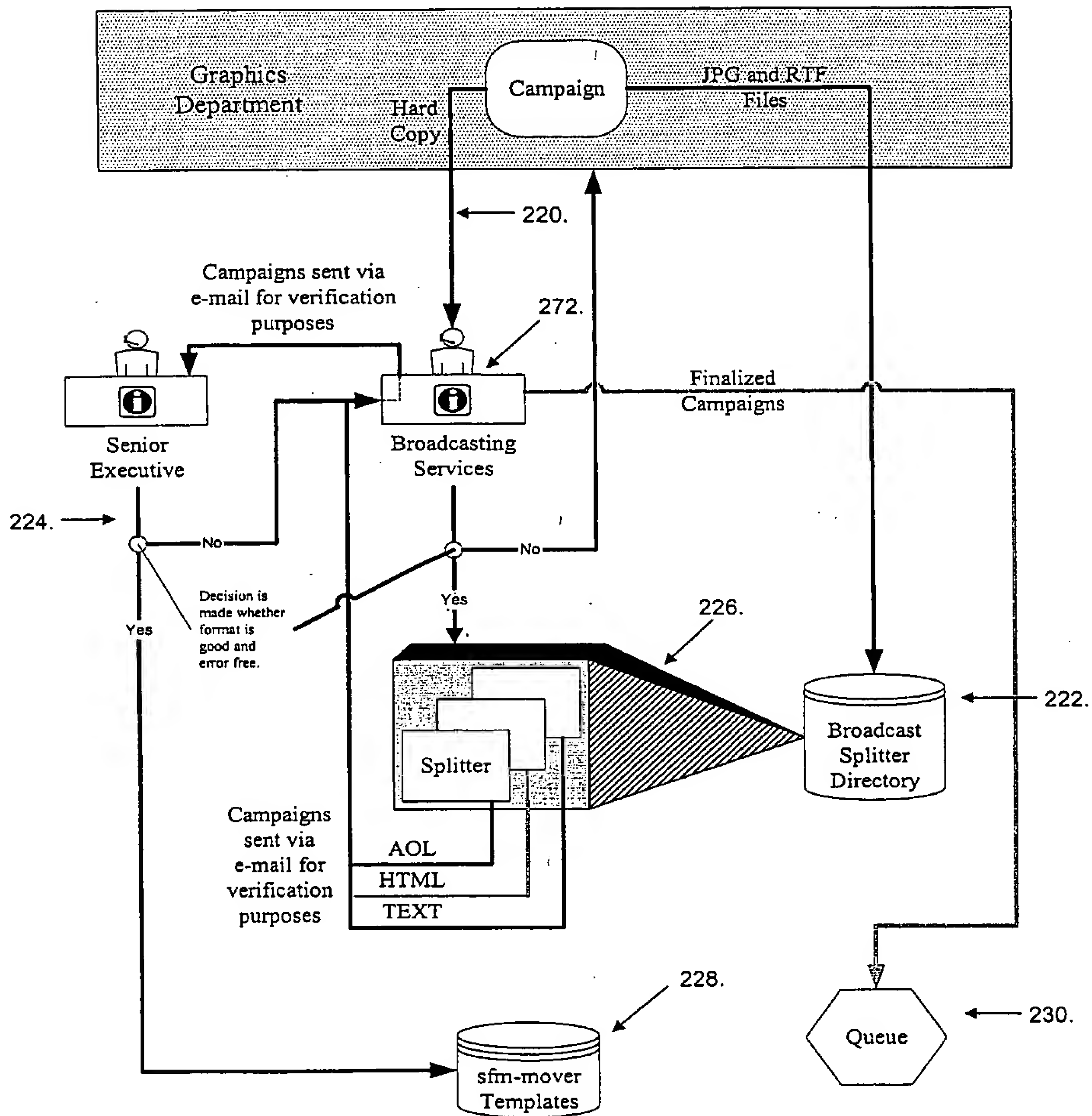


Figure 9

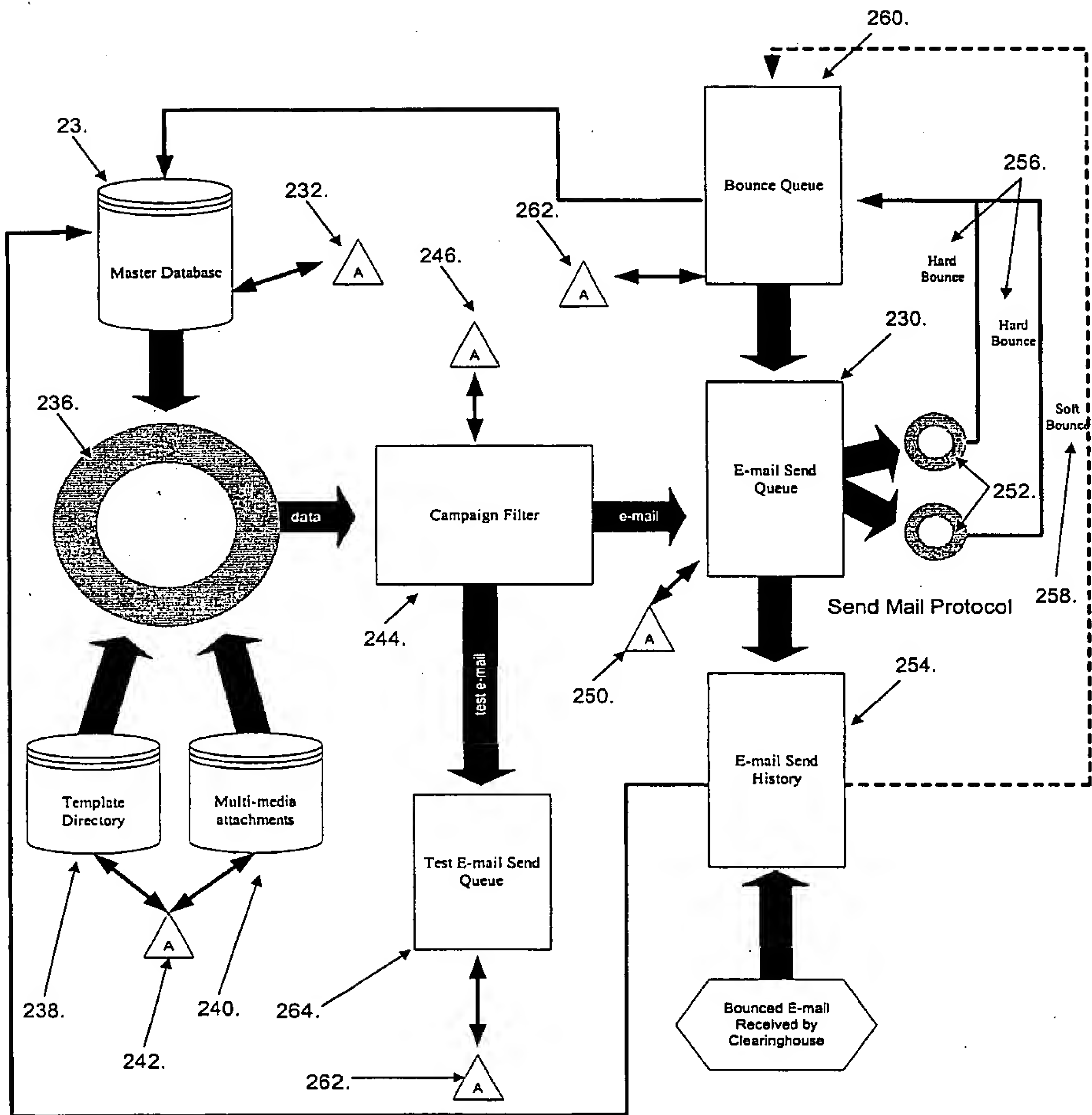


Figure 10

## New Account Process

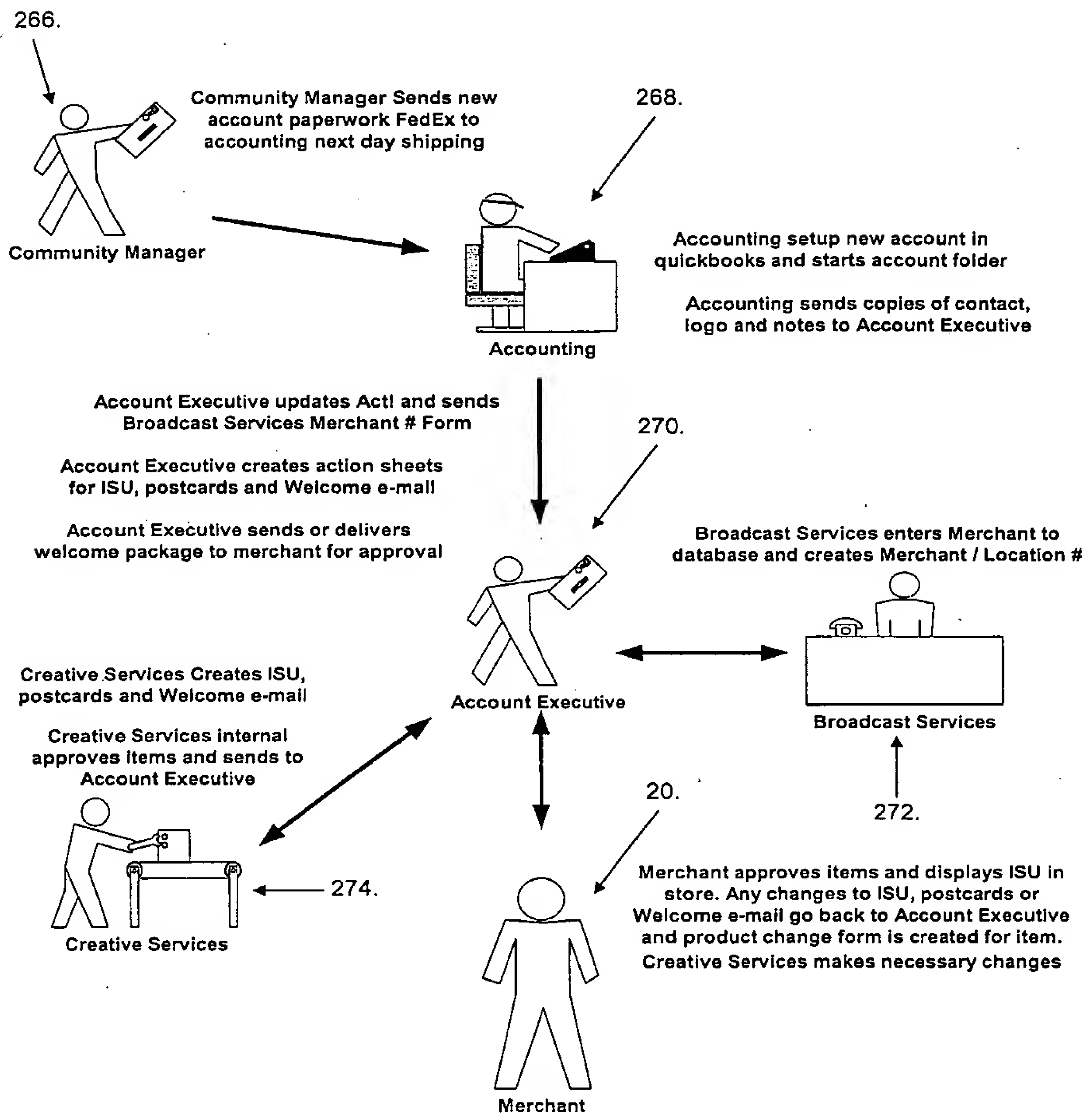
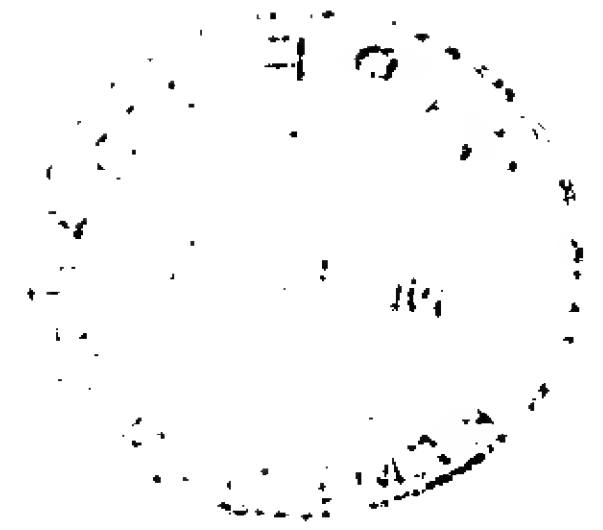


Figure 11



## Up sell & Maintenance Process

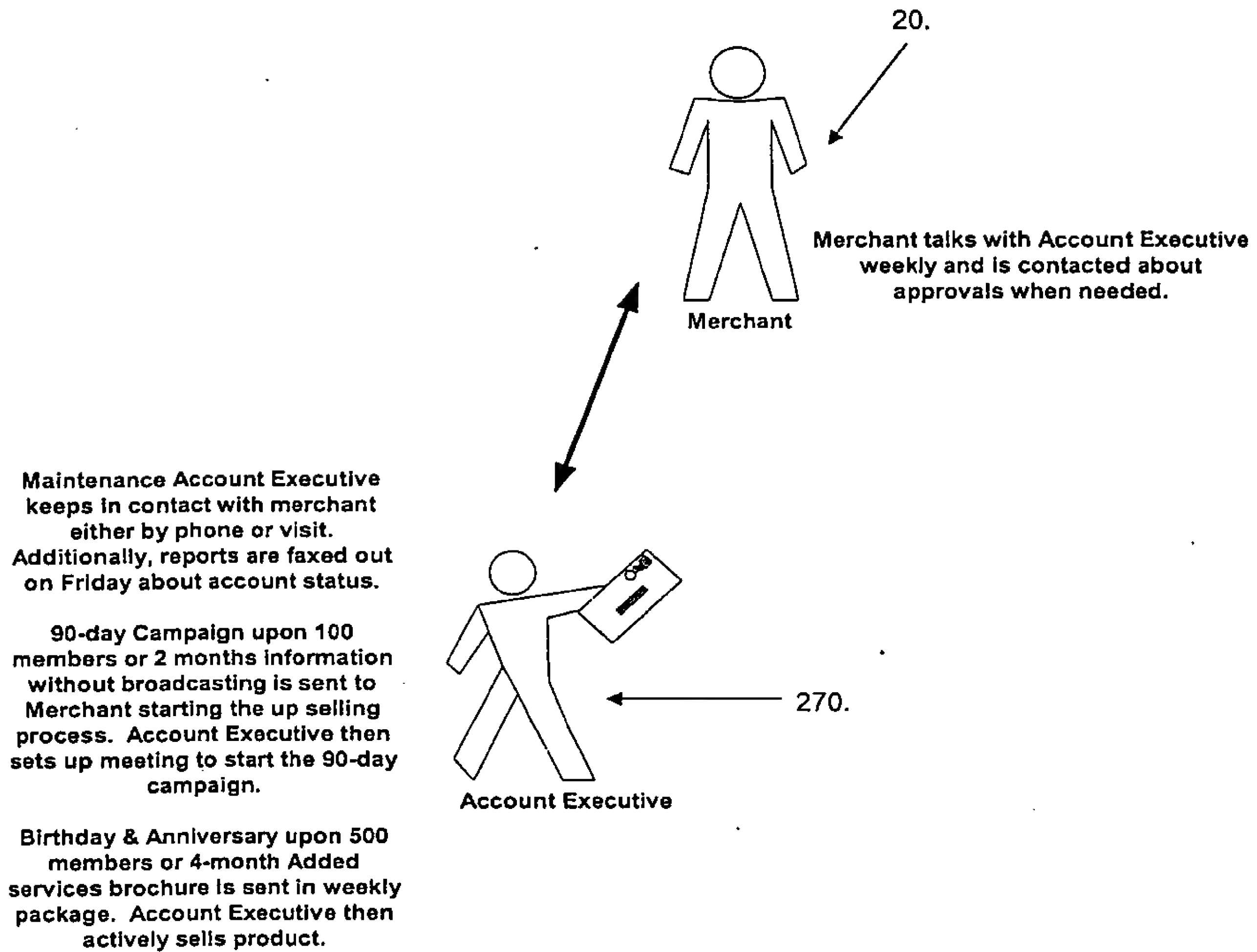


Figure 12

## Campaign Process

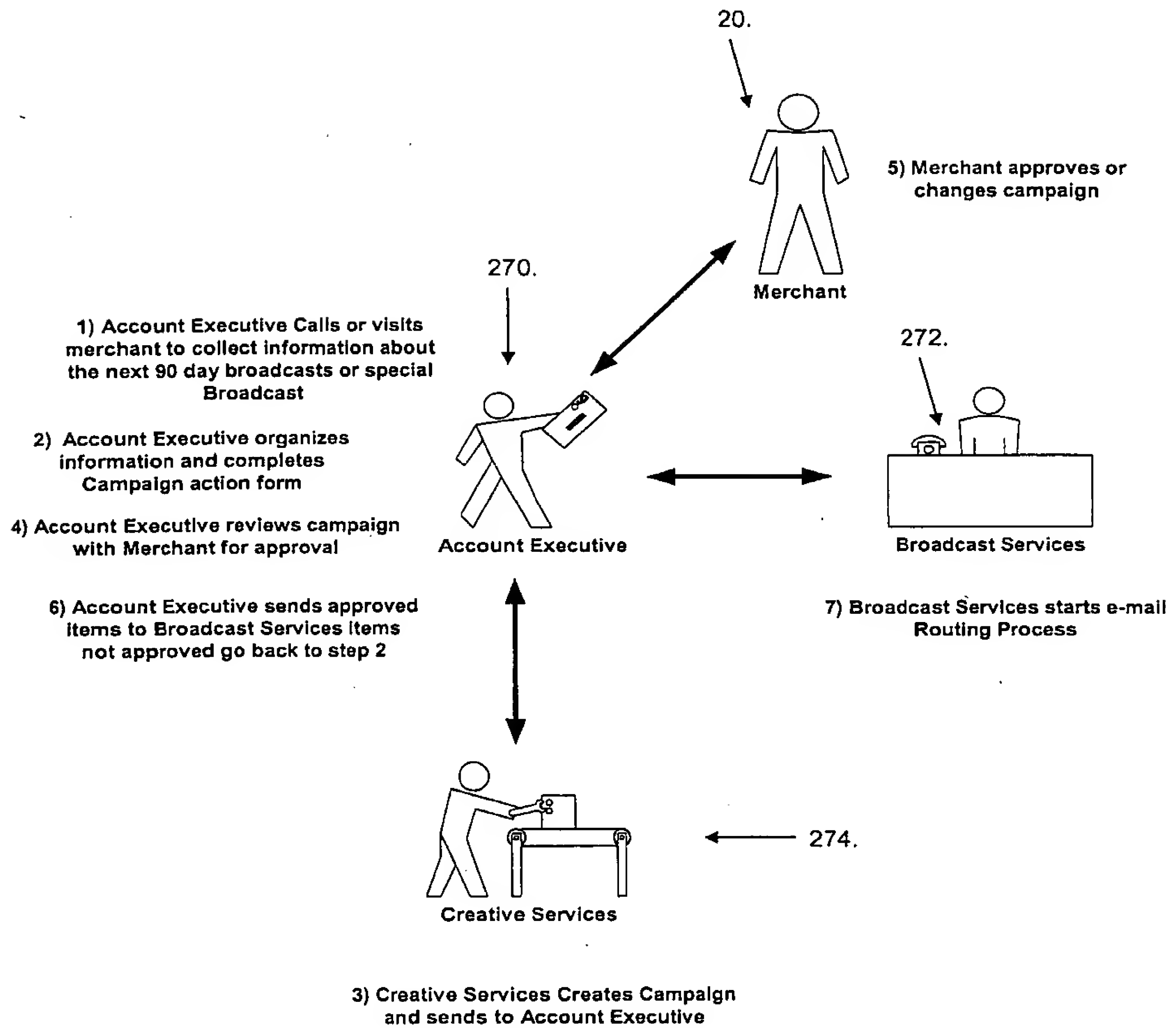


Figure 13

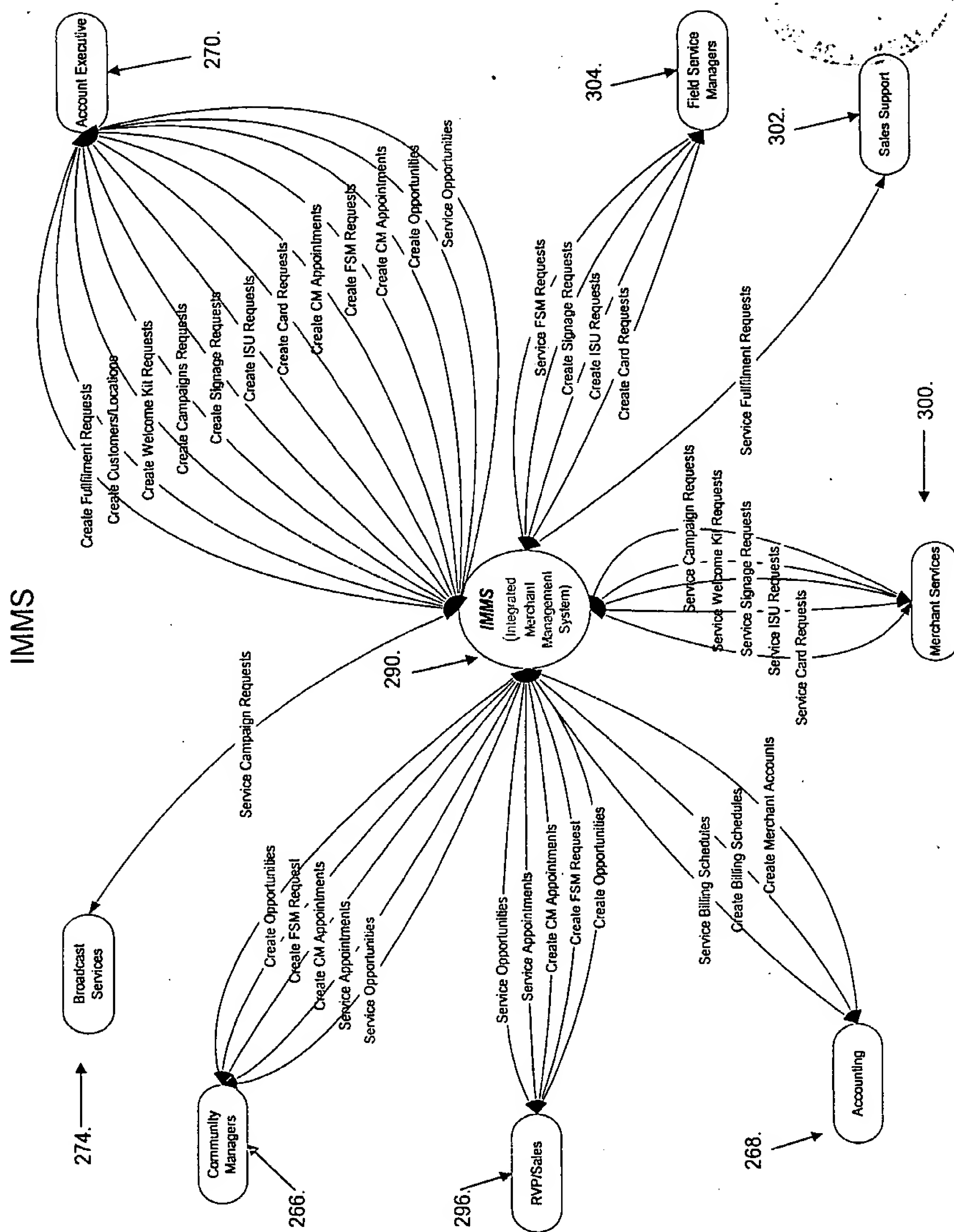


Figure 14